

THE BRAND

Brand: Birra Moretti
Opco: Heineken Serbia
Marketing Director: Tamara Pajevic

Brand In A Bottle:



Core Creative Brand Idea:

Birra Moretti believes in "Italianità" that true enjoyment is derived from simple pleasures over flashy experiences

Market Context: Birra Moretti was launched end of 2020/ beginning of 2021 as affordable premium proposition, highly relevant for Gen Y due to its authenticity and concept & product relevancy. With continuous 360 support, building new occasions (Aperitivo) and locally relevant acts (Art campaign), we succeeded to accelerate premium segment growth, premium relevance in Heineken portfolio & become premium brand no 3 in April '22.

THE CAMPAIGN

Campaign name: "Birramo umetnost" (back translation: "We choose art")
Launch date: 15.06.2022.
Formats: Digital (IG & FB), influencers, OOH & impressive OOH (mural), PR, TV report (from the final exhibition), Sampling

Job To Be Done: Localize global campaign and build on brand authenticity with locally relevant topic and collaborations with credible partners. Increase brand power and meaningfulness.

Communications objective: Position Birra Moretti as part of the modern culture building meaningfulness in a native & scalable way. Thru innovative media approach, create buzz and engage consumers and local community.

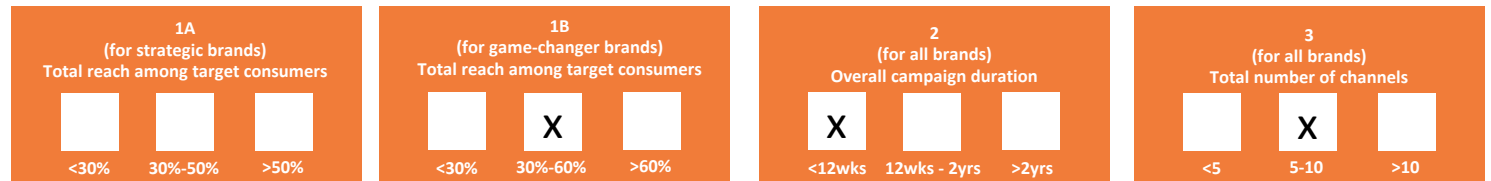
Insight: I feel true values are marginalized. I want to focus on positive things, and appreciate authentic values. I want to see society where I live to experience true values

Campaign strategy and creative idea: The ART campaign and "Birramo umetnost" (We choose = Bir(r)amo) was created with the idea of promoting the values of the brand through socially responsible engagement, providing much-needed help to the young artist in Serbia. The reason for the project arose from the desire to encourage authenticity in students' creativity, which is one of the main values of the Birra Moretti brand. Campaign had couple of segments (mural, workshops, CSR on SM and final student art show) in order to create buzz among target consumers (gen Y) and drive meaningfulness.

MWBs:
 MWB 2 Establish Iconic Brand Identity
 MWB 3 Develop Breakthrough Communication

Demand Space:
 NA

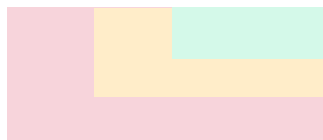
Creative Commitment:



Campaign assets: [Creative Council BM Serbia](#)

TESTING & RESULTS

Kantar pre-/during-campaign testing: Map all testing results for this campaign and the last, and include M/D/S scores



Meaningfulness score(s): 98 (+32pp vs Q1 LY)
Difference score(s): 113 (+17pp vs Q1 LY)
Salience score(s): 56 (stable vs Q1 LY)

BGS Q1 '22

Post-campaign results:

Birra Moretti is #3 fastest grower among European beer brands in brand power with +29% growth (Kantar MAT Q1'22 vs MAT Q2'21).

BM Reaches 1.5% SOV in Aug '22 (+0.5pp vs YTD LY)
 In Belgrade Total 2% YTD SOM (+0.8pp), MT 3% SOM YTD Aug '22 (+1.3pp vs. LY)